

Abstract

Title: Dependence of football clubs' market value on their result in selected European competitions

Objectives: The main objective is to determine the strength of the relationship between the market value of football clubs and their result in selected European competitions. Another objective is to compare these relationships between individual leagues or groups of leagues (big, medium, small).

Methods: Correlation and regression analysis were used for the calculation of the strength of the relationships. Regression analysis showed which of the teams influenced the strength of the relationship with their weaker or stronger performance. Effectivity was also calculated for another option of comparing the teams.

Results: As the results show we can observe a certain dependency of the result of the clubs on their market value. In the leagues with weakest relationships (0,562 and 0,565) we can notice a particular influence of uncommon performances by the leaders and underdogs. In other leagues the relationship varies between 0,651 and 0,877, which shows very strong relationship between the market value and achieved result. Effectivity-wise it was observed, that the most effective teams are usually the ones with lower market values and they usually place in the lower half of the table. Whereas the least effective teams are usually the ones with higher market values and they tend to place in the top spots.

Key words: effectivity, football, market value, sports economy,